GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:73
ANSWERED ON:25.07.2005
VISIT OF DOMESTIC TOURISTS ABROAD
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Will the Minister of TOURISM be pleased to state:

(a) the number of tourists went abroad during the last two years and thereafter with their break up during the previous corresponding periods;

(b) the total amount went out of the country during the period; and

(c) the steps taken by the Government to encourage the tourists to visit Indian destinations?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM(SMT. RENUKA CHOWDHURY)

(a): As per the information received from Bureau of Immigration, about 62 lakh Indian tourists went abroad during the year 2004 compared to 53 lakhs during 2003.

(b): The data on India`s Travel Payments is compiled by the Reserve Bank of India. According to the estimates prepared by them, India`s Travel Payments during the years 2003- 04 and 2004-05 were US$ 3511 million and US$ 5526 million respectively.

(c): A number of steps have been taken by the Government to encourage the tourists to visit Indian destinations like:

Improving the tourist infrastructure at important destinations/circuits.
Focusing on growth of hotel infrastructure particularly budget hotels;
Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
Direct approach to the consumers through Electronic and print media through the Incredible India` Campaign;
Creation of World Class Collaterals;
Centralized Electronic Media Campaign;
Direct co-operative marketing with tour operators and wholesalers overseas;
Participation in Trade Fairs & Exhibitions;
Optimizing Editorial PR and Publicity;
Use of Internet and web marketing;
Generating Tourist Publications; and
Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products.